



Hawaii Agricultural
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HAWAII AG-TOURISM 2000

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EMERGING HAWAII AG-TOURISM VALUED AT \$26 MILLION IN 2000

Results from a recent ag-tourism survey conducted by the Hawaii Agricultural Statistics Service pegged the value of ag-tourism related activities (see definition below) at \$26.0 million for 2000. There were 126 farms Statewide that had ag-tourism related income in 2000, and another 84 farms reported either starting ag-tourism activities in 2001, or intend to in the future. Revenue from ag-tourism, which includes many various activities, was broken down into several categories. On-farm sales direct to farm visitors was the leading category, with \$8.4 million, followed by retail sales (products from other farms or souvenir items), outdoor recreation, accommodations (bed and breakfast, meeting rooms, etc.), entertainment, education, and others.

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Ag-tourism: Number of farms with ag-tourism, State of Hawaii, 2000

County	Total farms	Farms with ag-tourism activity, 2000	Value of ag-tourism, 2000	Farms with no ag-tourism activity in 2000, but intend to in the future
Hawaii	3,300	60	8,875	47
Honolulu	900	19	7,777	15
Kauai	500	16	2,103	6
Maui	800	31	7,288	16
State	5,500	126	26,043	84

Ag-tourism is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm. More farmers in Hawaii are opening up their operations to the public by producing and selling products directly from the farm, operating a bed and breakfast, conducting educational farm tours, offering horseback riding, festivals, concerts, and many other ag-tourism activities which bring the farm experience to more people and provide additional revenue to support their farming operation.

There was wide variation in the size and scale of ag-tourism related activities among farms, however, farms of virtually all sizes had some level of activity. The very large operations, based on total annual farm sales, accounted for the largest dollar value of ag-tourism activities, with the top 29 percent of the farms with ag-tourism accounting for 93 percent of the revenue. Regardless of the size of farm, or level of ag-tourism activity, this option is increasingly being considered by many farmers as an opportunity to supplement their farm income and manage risk.

Nearly half of those that had ag-tourism related income in 2000 intend to expand those activities in the future, with most of the others either remaining at their current level, or are uncertain about future plans. Only about 5 percent of the farms reporting indicated they would downsize or discontinue ag-tourism activities.

The average time farms have been engaged in ag-tourism activities was 4 years, with 57 percent of the farms 5 or fewer years.

The most common type of farm that had ag-tourism related activities were flower or nursery farms, followed closely by livestock (mostly cattle and horse operations), and coffee. Fruit, vegetable, and macadamia nut farms were among others reported. Many farms reported having multiple commodities, but were asked to identify the predominate one.

Hawaii County accounted for 47 percent of the farms with ag-tourism, followed by Maui with 25 percent, Honolulu 15 percent, and Kauai with 13 percent.

Ag-tourism: Number of farms by activity and value, State of Hawaii, 2000

	Outdoor recreation	Educational tourism	On-farm sales	Retail sales ¹	Accommodations	Entertainment	Other	Total ²
Farms reporting activity	28	30	83	29	27	8	8	126
Value - \$1,000	5,875	353	8,444	6,700	2,252	775	1,644	26,043

¹ Products from other farms or souvenirs.

² Unduplicated.

Ag-tourism: Future plans of farms with ag-tourism activities, State of Hawaii, 2000

	Expand ag-tourism activities	Remain at current level	Discontinue or reduce ag-tourism activities	Uncertain
Number of farms	60	41	7	18

Ag-tourism: By type of farm, State of Hawaii, 2000¹

	Fruit	Vegetable	Coffee	Macadamia nut	Flower/nursery	Livestock ²	Other
Number of farms	12	8	25	5	35	30	11

¹ Predominate commodity designated on farms reporting more than one commodity.

² Mostly cattle and horse operations.

Ag-tourism: Number of years ag-tourism offered on operation, State of Hawaii, 2000

	Less than 1 year	1 - 5 years	6 - 10 years	11+ years	Average number of years
Number of farms	12	60	22	26	4

Ag-tourism: Value of ag-tourism activity by size of farm, State of Hawaii, 2000

Total value of all farm sales	Total number of farms ¹	Number of farms with ag-tourism	Value of ag-tourism	Average value of ag-tourism per farm
			<i>\$1,000</i>	<i>Dollars</i>
Less than \$2,500	1,638	12	12	977
\$2,500 - \$4,999	743	8	25	3,113
\$5,000 - \$9,999	797	14	85	6,091
\$10,000 - \$24,999	989	15	152	10,112
\$25,000 - \$49,999	535	5	116	23,260
\$50,000 - \$249,999	552	35	1,533	43,808
\$250,000 - \$499,999	105	14	2,469	176,354
\$500,000 - \$999,999	50	5	861	172,240
Over \$1,000,000	64	18	20,790	1,155,000
State Total	5,473	126	26,043	206,690

¹ 1997 Census of Agriculture

The most common forms of marketing in order of frequency reported were: word-of-mouth, internet website, personal brochure, tourist publication, hotel information desks, travel agencies, and radio and television advertising.

Farmers were asked to rank problems or obstacles they faced in start-up or operation of ag-tourism activities. The top five reported were zoning, liability and insurance issues, building permits, marketing, and funding. Others included labor, signage restrictions, community/cultural opposition, interaction with the public, conflicts or interference with on-going farm activities, and maintenance of State-owned properties.